

Southeast Region Labor Market Analysis

The Southeast Region is situated in the center of the State of Missouri. Counties included in the Southeast Region are: Bollinger, Cape Girardeau, Dunklin, Iron, Madison, Mississippi, New Madrid, Pemiscot, Perry, Ste. Genevieve, St. Francois, Scott and Stoddard.

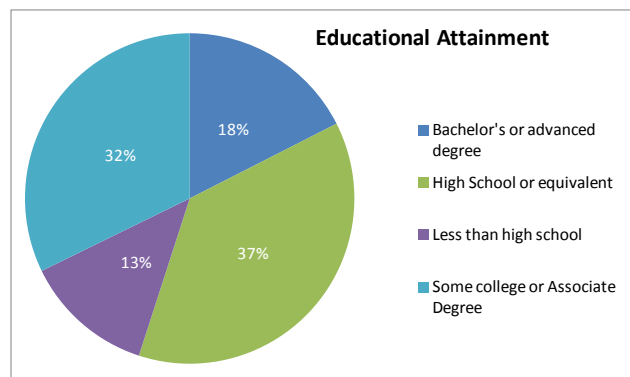
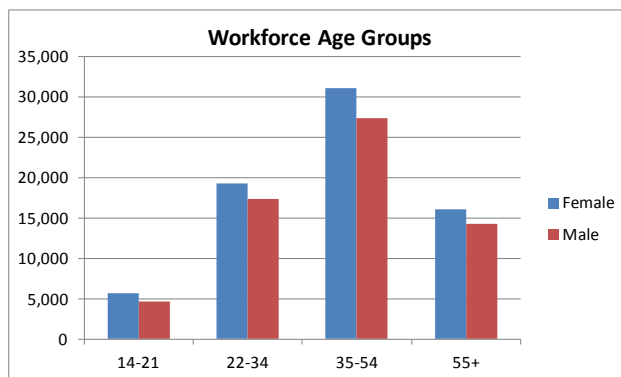
This region includes several major cities such as Cape Girardeau, Sikeston, Caruthersville and Park Hills. Many of Missouri's major highways cross through this region. Interstate 55 runs through the eastern part of the region, while Interstate 57 travels mainly through Mississippi County. In addition, Highway 60, Highway 61, Highway 62, Highway 67 and Highway 412 cross through the region, allowing a great deal of travel through the area.

Workforce

The total population of the Missouri workforce is 2,671,013, and the Southeast Region is home to 135,500, or 5%, of the state's workforce. The age group for workforce is defined as 14 years or more. The county with the largest population is Cape Girardeau County, with 38,195, followed by St. Francois County with 22,963.

The population of the workforce is aging. In the Southeast Region, 22.32% of the workforce is age 55 or older. The percentage for the state is slightly lower, with an average of 21.44% for the same age group.

The education attainment rate for the Southeast Region is lower than the average for Missouri. In the Southeast Region, 87% of the workforce has a high school diploma or higher, compared to 88% for the state. The number of those who have not obtained a high school diploma is 13% in the Southeast Region and 12% statewide.



Source: MERIC WIA County Demographics compiled from LEHD data (missourieconomy.org/regional/index.stm)

Missouri Labor Supply & Demand

The Missouri Labor Supply & Demand Analysis Report, published March 2015, takes job seeker information from people who registered with jobs.mo.gov during 2014 and compares it to employer job ads during the same time period. *Business and Sales* and *Healthcare* have the highest gaps, while *Construction/Related* and *Production* have the largest surplus of workforce.

Southeast WIA	Total	Business & Sales	Health Care & Related	Transportation	Science & Technology	Food Service	Other Services	Management & Support	CIMR*	Production
# Job Ads	9,202	2,067	1,702	1,326	422	824	549	1,430	602	280
% Job Ads	100.0%	22.5%	18.5%	14.4%	4.6%	9.0%	6.0%	15.5%	6.5%	3.0%
# Jobseekers	13,463	1,203	1,378	1,238	217	961	875	3,190	2,210	2,190
% Jobs Sought	100.0%	8.9%	10.2%	9.2%	1.6%	7.1%	6.5%	23.7%	16.4%	16.3%
Gap		13.5%	8.3%	5.2%	3.0%	1.0%	-0.5%	-8.2%	-9.9%	-13.2%

*CIMR = Construction, Installation, Maintenance & Repair

Source: Missouri Labor Market Supply & Demand Analysis, March 2015

Commuting Patterns

Commuting patterns tell us a great deal about a region. In the Southeast Region, a majority of the workforce commutes to a different county to work. In fact, over half the workforce in 10 of the 13 counties in the region leave the county where they live for employment. In contrast, only 26% of the workforce leaves the Southeast Region for employment. From these facts, we can conclude that most persons commute to a different county within the Southeast Region for employment. In addition, we can also infer that persons living in the Southeast Region are skilled in the industries and occupations in demand in this region.

Percent of Employees Working Outside of Home County			
Bollinger	83%	Pemiscot	56%
Cape Girardeau	37%	Perry	43%
Dunklin	57%	Scott	57%
Iron	69%	St. Francois	44%
Madison	60%	Ste. Genevieve	57%
Mississippi	60%	Stoddard	54%
New Madrid	67%		

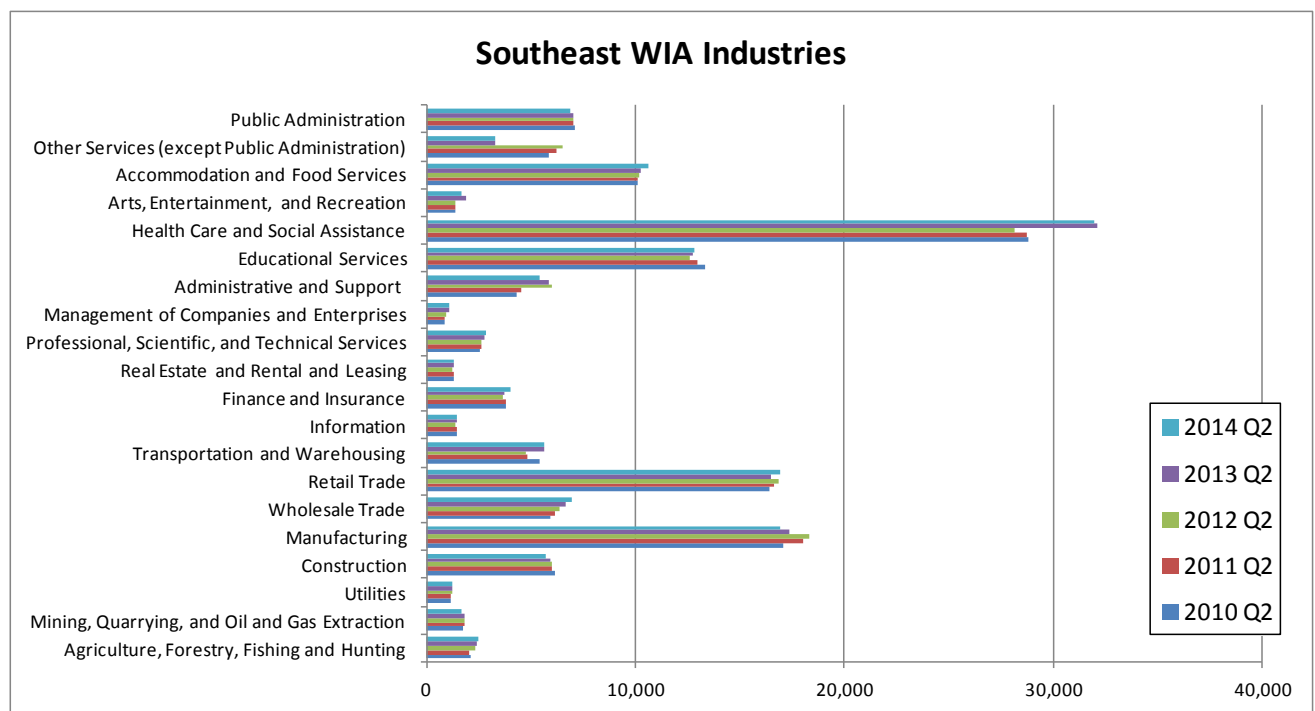
Source: US Census Bureau, Center for Economic Studies, LEHD, On the Map (onthemap.ces.census.gov)

Industries

The chart illustrates the changes in employment in the Southeast Region by industry during the 5 year period. Industries employing the most people at the end of the second quarter of 2014 (most recent data available) are *Health Care and Social Assistance*; *Retail Trade*; and *Manufacturing*. Employment in these three industries equals 47% of the total employment in the region.

Most industries experienced overall employment growth over the last 5 years. The highest levels of employment growth are seen in the industries of *Health Care and Social Assistance*; *Administrative and Support*; and *Wholesale Trade*. Some industries saw decreasing employment numbers during the same 5 year period. *Other Services (except Public Administration)*; *Educational Services*; and *Construction* are the industries with the highest employment decreases.

The largest employers in the Southeast Region are in a variety of industries, including state government and education, along with many private sector firms such as health care with **St. Francis Medical**, **Southeast Missouri Hospital** and **Missouri Delta Medical Center**; telemarketing center with **Accent Marketing Services**; manufacturers such as **TG Missouri**, **W.W. Wood Products**, **Faurecia**, **SRG Global** and **Procter & Gamble**; and food manufacturing with **Tyson**, **Unilever** and **Gilster-Mary Lee**.



Source: US Census Bureau, QWI Explorer Application (qwiexplorer.ces.census.gov)

Occupations

In *The ABCs of Missouri Career Grades 2012-2022*, letter grades are assigned to 800+ occupations based on the total job openings and average wage of the occupation. Job openings include both new growth (jobs added to the workforce) and replacements (vacancies created by employees moving to a different occupation or retiring). Projections are made for each occupation on a statewide basis as well as each of the regions. Therefore, a job may be graded differently in the statewide projections and each region based on the openings and wages for specific areas of the state.

In the Southeast Region, approximately 48,000 job openings are projected between 2012 through 2022. Most of the job openings, over 27,000 are projected in the Grade B category. Many of the job openings are in entry level occupations, such as *Cashiers; Food Preparation and Serving Workers; Personal Care Aides; Retail Salespersons; Waiters and Waitresses; Customer Service Representatives* and *Laborers*.

Each occupation is also classified in the Now, Next and Later categories. A “Now” job would require short- to moderate-term on-the-job training lasting no more than 12 months. “Next” occupations generally require an Associate’s degree or substantial vocational training lasting more than one year. “Later” occupations usually require a bachelor’s or advanced degree and in addition to specific work experience.

Southeast WIA - Good Outlook Careers				
	Title	Grade	Openings	Average Wage
N O W	Cashiers	B	2,288	\$18,449
	Combined Food Preparation & Serving Workers, Including Fast Food	B	1,675	\$17,004
	Personal Care Aides	B+	1,523	\$17,485
	Retail Salespersons	B	1,500	\$24,174
	Waiters and Waitresses	B	1,290	\$19,475
	Customer Service Representatives	A	929	\$28,446
	Laborers & Freight, Stock & Material Movers	B	881	\$23,497
N E X T	Registered Nurse	A	1,212	\$51,378
	Heavy and Tractor-Trailer Truck Drivers	B+	1,075	\$34,377
	Nursing Assistant	B+	948	\$21,078
	Maintenance and Repair Workers, General	B	493	\$30,934
	First-Line Supervisors of Retail Sales Workers	B	446	\$34,745
	Carpenters	A	368	\$37,299
	Licensed Practical and Licensed Vocational Nurses	B+	367	\$33,765
L A T E R	General and Operations Managers	A+	810	\$ 74,289
	Elementary School Teachers, Except Special Education	B+	496	\$ 43,008
	Secondary School Teachers, Except Special & Career/Technical Ed.	B	388	\$ 42,973
	Accountants & Auditors	A	297	\$ 53,280
	Farmers, Ranchers, and Other Agricultural Managers	C+	234	n/a
	Substitute Teachers	C+	233	\$ 21,676
	Middle School Teachers, Except Special & Career/Technical Ed.	B+	194	\$ 45,346

Source: The ABCs of Missouri Career Grades 2012-2022, Southeast Region

MERIC also prepares a document listing the top 20 occupations based on the number of job openings for each region, and the *Southeast Region Top Openings* is attached.

Another source for identifying in-demand occupations is through real-time data. A tool called Burning Glass compiles information from job postings on over 38,000 sites into a database that can be queried to find information on jobs. This information provides insight on the jobs employers are currently hiring, occupations that are in-demand and skills that employers require for employees.

The Missouri Real-Time Labor Market Summary compiles information queried through Burning Glass. Briefs are published for the State of Missouri, and for each region. Since the brief is published every other month, the information is always current. The most recent publication is attached to this summary.

Below is a list of the top 25 occupations posted in job ads by employers in the Southeast Missouri Region in calendar year 2014.

Burning Glass -- Top Postings in 2014	
Occupation	Job Postings
*+Heavy and Tractor-Trailer Truck Drivers	918
*+Retail Salespersons	704
+First-Line Supervisors of Retail Sales Workers	448
First-Line Supervisors of Food Preparation and Serving Workers	295
*+Registered Nurses	244
*+Combined Food Preparation and Serving Workers, Including Fast Food	241
Merchandise Displayers and Window Trimmers	229
Sales Representatives, Wholesale and Manufacturing	228
*+Customer Service Representatives	226
*+Cashiers	199
*+Laborers and Freight, Stock, and Material Movers, Hand	146
*+Maintenance and Repair Workers, General	134
Light Truck or Delivery Services Drivers	133
*+Nursing Assistants	132
Physical Therapists	127
Medical and Health Services Managers	109
*+Waiters and Waitresses	93
*+General and Operations Managers	89
Stock Clerks- Stockroom, Warehouse, or Storage Yard	88
*Childcare Workers	87
Food Service Managers	87
Driver/Sales Workers	81
*Maids and Housekeeping Cleaners	79
Cooks, Restaurant	71
Sales Managers	71

Source: Labor Insight/Burning Glass Occupation Data

*Occupation on projected top 20 Southeast Region Top Openings list

+Occupation listed as Southeast Region Good Outlook Career in Career Grades

Within the sources of information for employment projections and in real-time data in job ads, we see many of the occupation titles repeated, especially in the Now and Next categories. Reviewing the data found in multiple sources helps to validate the need for these occupations.

March 2015